

Health Care Outreach and Enrollment Steering Committee
Minutes of July 9, 2007 Meeting
Pavilion 4th Floor Conference Room, Montpelier

Attendees: Susan Besio, Kevin Veller, Betsy Forrest, Christine Oliver, Les Birnbaum, Peter Burt, Jim Hester, Don Dickey, Marc Comtois, Peter Sterling, Paul Burns, Stefanie Sidortsova, Dave Reville, Amy Goldstein, Paul Harrington, Steve Maier, Joanna Pawluk, Lucie Garand, Joanna Pawluk, Beth Lewis, Tim Shea. Participating via conference call were Stephanie Beck, Michael Perry and Chris Panetta of Lake Research Partners, Alison Gould and Ariane Holm of GMMB.

The meeting was called to order at 1:10 p.m. by Kevin Veller. Ms. Veller announced that Ms. Volz would be unable to attend the meeting due to flight problems.

➤ **Lake Research Focus Group Presentation**

Michael Perry and Chris Panetta of Lake Research Partners and Alison Gould and Ariane Holm of GMMB participated via conference call. Lake Research Partners conducted six focus groups in Burlington and St. Johnsbury to identify barriers to health coverage, key motivations for enrolling in coverage, and to test initial reactions to messages, names, taglines, description, and associated costs with Catamount Health. Michael Perry provided a PowerPoint presentation titled, *Insights from Qualitative Research with Uninsured Vermonters about Health Coverage, June 26-28, 2007* to review survey results. (Attached)

The Steering Committee then asked questions and made the following recommendations for change:

- Mr. Harrington recommended that an additional focus group be added to include Employers and the 90% of Vermonters who have health insurance.
- Mr. Sterling asked how many participants in the focus groups were native Vermonters as in his experience native Vermonters, especially over age 50, seem less likely to access public programs. Mr. Perry stated that they would need to review their records to determine exact numbers, but knew that there was a mix of native Vermonters and those who had moved to Vermont.
- Ms. Veller asked if there were any distinct differences between participants in St. Johnsbury and Burlington. Mr. Perry reported that the St. Johnsbury participants appeared to be less informed about health care coverage; had more misperceptions and frustration about being unable to get insurance coverage.
- Ms. Besio asked for committee member reactions to the proposed umbrella name of VermontCare.
 - Mr. Harrington stated that he liked the umbrella concept which would cover all the different products that Vermont will be offering, including Catamount.

- Concern was raised that Vermont AllCare sounded like a universal plan which we are not and the possibility of crowd-out may be an issue.
 - VermontCare resonated well with the groups. It sounds similar to Vermont CARES, which is the name of an existing organization.
 - Some associated “Catamount” with UVM, Chittenden County, or the health plan itself.
 - “A Better State of Living” was not a popular tag.
 - GMMB recommended that the full name “Vermont” be written out as opposed to abbreviated. There is a great deal of pride in the name Vermont.
 - Stephanie Beck offered the tag “A Better State of Health.”
 - GMMB added the tag “A Healthier State of Living; and although it was not tested, might be a way to introduce “health” into the tag associated with VermontCare.
 - Mr. Harrington suggested that the tag, “A Healthier State of Living” connotes preventative care; is in alignment with other efforts and creates a door to greater personal responsibility.
- Next phase: GMMB will develop creative materials, logo, tagline and TV and print concepts, which Lake Research Partners will test at the end of the month.

AARP also conducted focus groups with parents of the uninsured and those 50 and older who are uninsured in Burlington and Newport. Their results mirror Lake’s findings. AARP is working in concert with our time line. It was reported that Catamount is being well received by focus group participants.

➤ **Outreach & Enrollment Timeline – Kevin Veller**

- Ms. Veller distributed the “draft” schedule of *Key Outreach and Enrollment Timeline Dates for the period June 2007 – December 2007*. (Attached)
- Printed materials and a uniform application form are under development.
- ESD/OVHA will begin processing applications by October 1. November 1 will be the earliest coverage date for Premium Assistance or Catamount Health.
- Carriers have indicated that completed application forms received by October 20th will have a November 1st start date.
- A list of uninsured Vermonter who have inquired about Catamount Health is being maintained at MAXIMUS. September 10th ESD will send them applications for October 1 processing.
- September 17th ESD can receive applications.

- This document is a work in progress. Ms. Veller will call committee members to coordinate the timeline of their organization with the attached master time line.
- **Phases for Premium Assistance Implementation- Betsy Forrest**
 - Ms. Forrest distributed the Work Plan for the Phases for Premium Assistance Implementation and gave a summary of the three phase project. (*Attached*)
 - Ms. Forrest stated that the work plan is very dependent on an IT system and the March – October 1st time line for completion is very ambitious.
 - The final proposed rule was filed with LCAR on 7/5/07. The rule must be approved by LCAR.
 - The final rule is needed by September 14th in order to go live by October 1st. Ms. Besio is looking to the legislative staff to coordinate the committee work that needs to be done prior to obtaining final rule approval.
- **Catamount Health Plan Chronology- Christine Oliver**
 - The document titled *Catamount Health Plan Chronology as of 6/26/07* was distributed to the committee. (*Attached*)
 - Ms. Oliver reported that BISHCA is very close to approving MVP rates. The process for approving BCBS rates is still ongoing. Both MVP and BCBS will offer a Catamount product, however rates will be different for each plan.
 - There are some differences in coverage options and price. Each carrier will be asked to respond to a template that ultimately provides a high-level comparison of each plan so the consumer can make a comparison.
 - Individuals will be instructed to contact MVP or BCBS for more detailed information.
 - August 31st is the drop dead date for final form approval.
 - BCBS and MVP indicated that they do in fact have a marketing plan underway for their Catamount products. Ms. Besio cautioned that marketing plan seek to use complimentary messaging. Ms. Veller will follow up with the plans.
- **Application Simplification- Kevin Veller**
 - The legislature has directed application simplification. Outside consultants have been hired to examine our current forms and processes. We are looking at a September / October deadline to determine immediate and long term work goals.

The meeting adjourned at 3:00 p.m. Please continue to hold **August 6th**. The next meeting date will be confirmed via e-mail.